

AIR SCOOP

- ❖ **Getting stories: an Editor's longest nightmare**
- ❖ **Design and layout**
- ❖ **Administrative information**

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Getting stories: an Editor's longest nightmare

A few suggestions for turning nightmares into pleasant

- ✓ subscribe to as many ~~online~~ news services as possible
- ✓ find local counterpart
- ✓ written interview technique
- ✓ learn the art of persuasion (begging)

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Design and Layout

- ✓ Intimate knowledge of material
- ✓ Editor vs. Designer
- ✓ Budget-less shop

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The Administrative Role

- ✓ **Distribution**
- ✓ **Staff -- *not***
- ✓ **Printing contracts**

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QUESTIONS
(offers of help)